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WHY...

WHAT..

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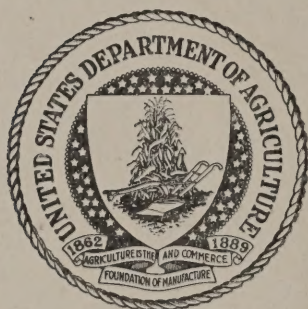
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• **1946 FARM LABOR INFORMATION PROGRAM**

EXTENSION SERVICE United States Department of Agriculture

MAY 21 1948

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WHY...

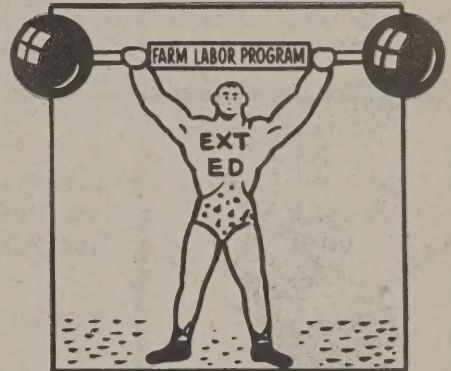
THE SITUATION --- A THEME SONG FOR YOU

A SUGGESTED SLOGAN

The Current Situation

In the states, 1946 calls for a more intensive domestic farm labor recruiting program than in 1945, if the accelerated national food and fiber production campaign is to be successful. It requires the strongest farm labor information campaign of the 4-year emergency.

It is a year of adjustments. In Extension, the farm labor program is slanted to shift the 3-year wartime operations to a peacetime level. Efforts are directed to helping states and farmers establish a system under which they will handle their own farm labor and farm labor information problems.



At the start it was expected that the 1946 situation would be increasingly difficult as a result of adjustments. Now, that outlook has been complicated by step-ups in production goals resulting from a world-wide shortage of food. Crop acreage goals now call for nearly 14 million acres more than were planted in 1945. The United States has become the last source upon which millions of people can call to prevent starvation.

New Problems Are Developing

Adjustments are creating new problems. Chief among these is the necessity of shifting away from some of the sources from which seasonal farm workers were drawn during the war years. This means shifting away from such sources as imported foreign workers and prisoners of war, and shifting to sources of strictly domestic origin. This latter group includes the returning war veterans and men made idle through stoppages in war industries and curtailments in others, plus the migratory forces, and transported workers and others who move across state lines.

There are big gaps in the force which did the farm production and harvesting job in 1945. A particularly large and disturbing gap has been created by the 1.7 percent decline (151,000 persons) in the number of family and hired workers on farms of this country from March 1, 1945 to March 1, 1946. Smaller and less troublesome gaps are being caused by the current withdrawal of prisoners of war and the 15 to 20 percent reduction in the number of foreign workers who are being imported. In these two elements alone there is the loss of 140,000 six-days-a-week workers.

"Ifs" Add to Problems

True, there are some favorable straws, but most of them are of a distinctly 'ify' character. For example, the return of former servicemen to the farms is expected to ease the growing demand for year-round and seasonal workers. About 1,650,000 left the farms to enter the armed forces and more are still being taken in selective service. There is no accurate gauge as to just how heavy the flow of their return will be, or how quickly it will start to move in sizeable proportions, but to date it has been much lighter and slower than had been expected. Current reports indicate some stepping up in the flow.

The same situation surrounds the return of farm people who went into war industries. Since V-J day the number of servicemen and war industry workers



who have returned to the farms has been offset, or possibly exceeded, by the number of 1945 farm workers who have left the farms. The situation in industry, when the harvest peaks come, will largely determine the flow of domestic workers to the farms. Current step-ups in industrial wage rates will be a strong influence in keeping some workers away from the farms.

Situation Calls For Extra Efforts

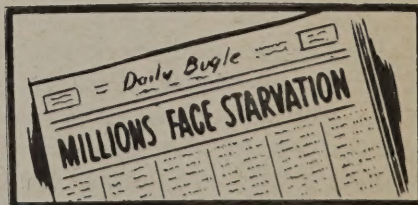
To many observers, this current situation means that a considerable number of the men who left the farms to enter the armed forces and industry will not voluntarily return to agriculture, and pick up where they left off, unless extra efforts are made to encourage their return. Observers contend that attractive opportunities in agricultural work and advantages in rural living must be emphasized through information and educational programs to offset the lure of opportunities in larger towns and cities.

There is another strongly 'ify' factor -- the weather. Development of a good or a bad producing and harvesting weather will accelerate or depress the demand for seasonal labor.

Under all of these conditions it appears best for states to be fully prepared to do a maximum job in recruiting domestic labor....right in the areas where the workers are needed. This means the most intensive job Extension information people have ever done in supporting the farm labor program.

The Theme Song -- Tailor-Made For You

The newspapers and radios are singing it for you every day and night. Speakers in public and private activities are echoing it throughout the land. You find it in what is being done in the USA to meet the world famine emergency, and at the same time protect the food supply of our own people. It is to be found in the call to Americans to "eat 40 percent less wheat and 20 percent less fats" as their first answer to the great human cry for food.



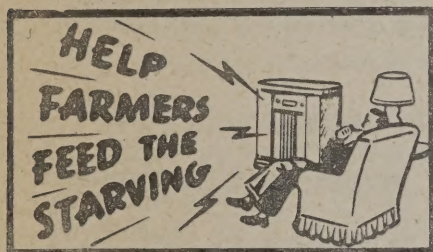
"The critical situation will not end this summer; it will continue into the 1947 harvest", Americans are told by Director Lehman of UNRRA. For you this means that what is now happening and what is being projected by UNRRA and the Famine Emergency Committee will keep a mighty nation-wide chorus singing the theme song for your farm labor recruiting job until it has been finished late next fall.

You will get other important recruiting help indirectly from the daily experiences American families are having at their food supply centers: "Sorry, madam, no butter today. We may have some next Monday....Substitutes are very short, too. Mayonnaise or salad dressing? My, we haven't had any for weeksWe're still out of canned fruits....There's no rice and no chance of getting any."

If you should need any more emphasis to spur local recruiting, you'll find it right at home, when you point to the importance of local food production AND HARVESTING in the economic life of your own state, county and community.

In these day-after-day developments there are all the ammunition and tools you'll need in getting your farm labor recruiting job done. It is a 'tailor-made' set-up. If you work with it, you'll recruit more local emergency farm workers than you have ever done before!

A Slogan - General or Local, If You Want One



If you are looking for a recruiting or information program slogan, it well might be: "Help American (or your state, county or community name) farmers save the world from starvation."

WHAT..

and

WHEN..

THE PROGRAM --

MATERIALS AND SERVICES

YOU'LL GET 'EM!

Support From Federal Extension Information Office

As a result of conferences with Extension information and special farm labor information representatives from the states at the three recent regional farm labor meetings, and the recommendations of the staff in the federal Extension farm labor office, the following materials and services will be offered to the states in support of their Extension farm labor programs:

GENERAL PROGRAM

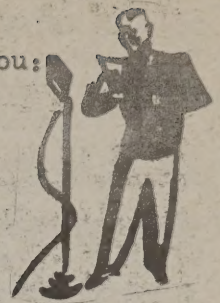
1. 20 $\frac{1}{2}$ by 26 two-color general recruiting poster, patterned largely in the style of the 1944 general recruiting poster, with a small number of words, and no illustrative artwork - the simplest sort of composition. It is a general quick-to-grasp appeal for workers to get the production and harvesting job done at any place, and any time, and in any crop. Usable to attract any type of worker. Readers are directed to one source (to be inserted locally) for all information. Ready for distribution to states about May 15.
2. Farm labor fact sheet, 2 or more 8 by 10 pages multilithed copy, to be revised 3 or more times during production and harvesting season, whenever conditions change. First issue ready for distribution to states about May 1.
3. "Why, What, When, How" outline of 1946 information program - this multilithed publication - to be supplemented as needs develop.
4. Recognition certificate. Red and blue on white cardboard, about 8 by 11, suitable for framing. A "Certificate of National Service" for awarding to newspapers, radio stations, individuals, organizations, schools and others in appreciation of efforts in support of the program. Ready for distribution about May 15.
5. Poster to direct idle men, or men seeking new jobs, to location of farm labor office. About 9 by 17. Two colors - two styles, right and left arrows. Issuance depends on orders from states. Available June 1, if printed.
6. Material in support of labor utilization activities.



Under Consideration....Awaiting Decisions

Some of all of the following materials likely will be offered to you:

- a. Radio Helps - a few mimeographed or multilithed pages of "shorts" suggested for spot announcements.
- b. Advertising mats - 1-2-3-column sizes.



Cooperation of Out of Government Agencies

Requests have been made for renewed support at the national level, with some diversions from the 1945 procedure, as follows:

- a. Radio networks: Service limited to "conditioning" material preparing adults and youth for calls from their county agent. No recruiting effort; a builder-upper for radio recruiting campaigns which are the responsibility of each state. Arrangements have been made for a direct shift to networks recruiting at harvest peaks if it is needed on a national basis.
- b. Advertising Council: Campaign to encourage advertising agencies and national advertisers to support program through their individual advertising, which is to be developed at the national level through cooperation with the federal Extension Service in Washington; at the state level through cooperation with the State Extension Service, and in the counties and local communities through cooperation with the county agent.
- c. Country Gentleman and Dole Pineapple: Appears to be available, if needed. Decisions await further developments of farm labor picture.

Exclusions From 1946 Information Material

- a. No WLA materials. This organization has been de-activated as a separate unit in the program. Need for the help of women is as great as in other years, but they are being recruited in the general program.
- b. Name of U. S. Crop Corps is not being used. No membership material.
- c. No farm labor information kit, beyond this outline and its supplements.

Informational Material for State Extension People

1. There will be one weekly farm labor news letter from the office of Meredith C. Wilson, covering the activities and developments of all divisions in the program; a quick sizing up of current developments and situations; successful practices in other states, etc. This will be a combination of the service letters issued last year by various divisions. It will be supplemented, when necessary, by special service letters from divisional chiefs.

Radio Services

In addition to the networks program set forth above, farm labor information material from the Washington Extension office will be channeled through the

USDA services and various national chains operating out of Washington and other centers. Throughout the year, on request, the staff provides considerable material for use in these channels at Washington, New York, Chicago, Cincinnati, etc. Information which the states send to us is an important factor in this service.

Motion Pictures

There is need for the development of farm labor movies nationally and in the states -- particularly shorts relating to labor utilization, training, job simplification, and the youth program, and a documentary film on farm labor. Several proposals under consideration. State cooperation in development of some of the ideas may be requested.

VICTORY FARM VOLUNTEERS (The Youth Program)

As a result of discussions at the recent regional meetings, and the recommendations of the federal Extension farm labor staff, and the special committee of VFF supervisors who conferred at VFF division here in January, the following material in support of the VFF program is being offered:



1. General recruiting poster, 18½ by 26, four colors. Same general style as in '45, same boy and girl, in different attire and position and a year older, built around the 1946 VFF slogan, "We're Needed Again". Ready for distribution to states about April 25.
2. Four page leaflet, about 4 by 8½ page, "Youth Learns and Earns", directed to school people and parents; colored sulphite stock, illustrated by sketches. Ready for distribution about April 20.
3. Six page leaflet, about 4 by 8½ page, "Youth Can Help", directed to farmers and county agents; white machine finished book, halftones, one color. Ready for distribution about April 20.
4. Poster, about 9 by 17, white stock, black and red type, halftone, for use in school 'home' rooms. Focuses pupil attention on school approval and cooperation in VFF program. Ready for distribution about May 1.
5. Membership and referral card for use of youth when going to and while at farm. Work record and identification. 4 by 2½ canary card. Ready for distribution about April 15.
6. Work leader folder, revision of 1945 edition. Ready for distribution about May 10.

Under Consideration....Decision Pending

Revision of safety folder issued by National Safety Council, for direct purchase from Council by states, with farm labor funds. Decision depends on "how many states will use how many copies."

Recruiting Leaflets Addressed to Youth

Issuance of these leaflets, as in 1945, is the responsibility of each cooperating state.



HOW

SUGGESTIONS FOR STATE AND COUNTY PROGRAMS --

STATE HELP FOR FEDERAL EXTENSION INFORMATION OFFICE

Suggestions for State Information Programs

In addition to the services which Extension Information Service gives to the state farm labor program, some of the states have developed special supporting techniques. Among them are the following, some of which may be adaptable in your state:

1. Assignment of the responsibility for handling and sparking the whole farm labor information program to one person who works closely with the Extension farm labor staff, and in the field. Such full time information workers in farm labor have made very important contributions to the success of their state programs. In states where there is a high geared farm labor program the services of more than one information person may be required if a thorough going job is done.
2. Closer cooperation with individual county agents and recruiting organizations in counties and communities through more extensive and more intensive field work.
3. Encourage county agents to set up their own information programs geared to the particular needs of their county.
4. In cooperation with the state farm labor supervisor, develop and channel, through newspapers, radio, street and road signs; posters and placards, complete information concerning the locations and phone numbers of Farm Labor offices, and the availability of year-round and seasonal farm jobs to idle people or people who are seeking new jobs.
5. Make fuller use of members of the state farm labor staff, individual farmers, county agents and other farm labor leaders who visit the state farm labor headquarters, in radio programs and press releases, to keep the public currently informed about the situation in the state or in its various areas, and labor needs as production and harvesting seasons progress.



Weekly News Letters Help in Many Ways

6. Issue a weekly farm labor news letter, telling in narrative style the high lights in the program in your state. Such letters - one or more mimeographed pages issued regularly - have importance in keeping all members of the staff - headquarters and field - in touch with the current situation. They also are effective as staff morale builders. Generally they are based on weekly reports from the counties, and thus become



an excellent means of building up current exchanges of information about new techniques, availability of workers, need for workers, and other developments, between counties, and between states when an exchange of weekly letters is arranged. Oregon briefs its weekly letter for newspaper-radio news releases.

Oregon, Washington, Idaho, Texas, North Dakota, Illinois and Ohio used these weekly news letters very effectively last year. New York had its "Farm Labor Pains occurring more or less frequently" for like use. Kansas, Colorado, Wyoming, Montana, Utah, Oklahoma, Iowa, Mississippi, California and Nebraska have swung into this production line this year, and other states expect to get going soon.

Keep Your Eyes on the Schools

7. Give more attention to the activities in schools which are cooperating with the VFV program. This year it is important and NEWS when you put special emphasis on the educational and work experience values for town and city youth engaged in farm work, and on the opportunity farmers, who employ these youth, have for improving urban and rural understandings and relationships.

In some states, the VFV program is headed for a permanent activity in agriculture, sometimes with 4-H relationships. Watch for these prospects and developments in your state. Get a good VFV story in the high school papers - the kids' own papers.



8. Give increased attention to the participation of individuals and groups of people in emergency farm work, with full recognition to the contributions they make. It is a sure-fire means of getting other people to do emergency farm work.
9. Put more emphasis on the development of farm labor associations and other steps taken to help farmers handle their own labor problems when federal activities are curtailed.

Housing and Labor Utilization - Good News Topics

10. Publicize improvements and expansions in farm and group housing for seasonal and year-round farm workers. Emphasize what farmers are doing to help themselves.
11. Step up the attention to labor utilization developments through training of experienced workers, job simplification studies, labor saving shows and the development of labor saving devices. Don't overlook the sweeping successes being achieved by farmers through the pooling and exchange of labor and equipment. In all of these there are unusual opportunities for the development of very interesting and valuable educational materials. Success stories have a wide appeal.

12. Get more utilization out of your cameras by shooting more still pictures to cover all phases of the farm labor program; also in making movies and slide films. Farm labor funds are available for this work.



Suggestions for County and Community Information Programs

During the three recent regional farm labor conferences information services received considerable attention in general sessions, at departmental meetings, and in informal gatherings of information people.

In every conference attention was focused on the many benefits derived from organization and development of strong farm labor information programs in the counties, and in the larger communities. They have been most important factors in the success of local recruiting and mobilization campaigns.

Likewise there was emphasis on the important contribution the state extension farm labor information service can make in working closely with the individual counties and community recruiting organizations and helping them plan and develop campaigns to fit the specific need in the counties or communities. It all means...more and more field work by state information people in keeping the county and local organizations 'on the beam'.

A Fist Full of Ideas.....Some May Help You!

Among suggestions for county and community information programs are the following, some of which may be adaptable in your county:

1. Sometimes the county agent, or his farm labor assistant is unable, because of the press of many other duties, to give the attention required in organizing and directing a farm labor information program. In such cases obtain the services of a reliable information person from some other organization, or an advertising person, or a newspaper editor or reporter, or some untrained person who has the initiative and interest to do the job. A track coach in one state and a former county agent in another, as examples, have done swell farm labor information jobs. When a person outside the county agent's office does the information work, all copy should be cleared by the agent or his farm labor assistant.
2. Shape the county or community farm labor information program so that from start to finish, it will keep the public thoroughly informed as to just what the current situation is, and the step by step changes and developments as the season progresses.

- a. First, it should tell the public about the expanded job local farmers have been asked to do; what problems they face in getting the job done - labor, machinery, material, etc.; what production and harvesting of the crops means in the economic life of the county and community, and point out what local nonfarm people can do in helping get the job done.
- b. Early and often the public should be kept informed as to "about the time" the extra



help will be needed; what kind of workers - men or women, or youth, or all - can be used, and whether for full time, part time or week-end work.

- c. The effect of weather in advancing or delaying production and harvesting, and the time when more help will be needed, should be kept before the public.

Up-to-Date Picture is Important

All of this information, when carefully presented, will help condition the public for emergency work when the call for help comes, build up a desire to help, and enable people to schedule their activities, and make necessary shifts in plans as occasion requires, so that they can participate in farm work.

3. Many counties and communities have had outstanding success through information channels in urging nonfarm people to make their own arrangements to do emergency work with farmers who they know or who their friends know. This makes it unnecessary for them to go through the formalities of registration at labor or employment offices and assignment and transportation details. In numerous communities using this appeal it has often been possible to obtain more workers than through registration and placement procedures in organized campaigns. It has been a particularly successful practice in towns and cities where large numbers of workers in manufacturing plants and other activities were originally farm folks, who retain rural connections.
4. Through the war years the newspapers and radio stations have contributed tremendously important support to the program by recognizing that "Farm Labor IS News" (as Oregon's Fred Shideler puts it) and handling it as such, many times with Page 1 emphasis. There is no report or record of any newspaper or radio station having failed to do a whale of a good job, when it understood the situation.



Those who have been most successful in the development of strong county and community local mobilization and recruitment campaigns have found a procedure which pays large and frequent dividends. Its first element is early and frequent conferences with newspaper and radio people to make certain that they clearly understand what the state, county and local farm labor problems are, how, why and when situations change, and

how they can help get the food production and harvesting job done.

Keep These Vital Connections in Good Order

5. Advise your county agents and farm labor people who haven't had a 1946 farm labor conference with their newspaper and radio people, to put it on the program for immediate action, and start building a strong foundation for the local recruiting and mobilization operations they need this year.

State Help for Federal Extension Information Office

From week to week until the farm labor curtain finally comes down, the Extension farm labor information office in Washington has need for MORE current information material from the states than it has ever had before. This need was emphasized at the recent regional farm labor meetings. You will be very helpful if you regularly send weekly narrative progress reports, photos (titled and with negative numbers), newspaper and advertising clippings and tear sheets (with dates and source), copies of news releases and other publications. You're invited to cooperate, if you're not already in the swing. Address all these materials, please, to:

DIVISION OF EXTENSION INFORMATION
Attention: Hugh F. Eames
U. S. Department of Agriculture
Washington 25, D. C.



PARK SUPPLEMENTS HERE

